

## ABSTRACT OF THE DISCLOSURE

A pricing device, method and system that serve as electronic coupons which replace paper coupons which are widely used in advertising discounts on packaged goods. The device includes a Universal Product Code scanner that scans the bar codes of products on a vendor's shelves, a display means which communicate to the user the bar codes of the selected products and related product information. The device also enables wireless connectivity with a database, preferably housed in the vendor's establishment. The database includes customer data files, shopping history profiles, and a control means which computes and communicates to the user discounts offered by the manufacturer, and computes a personal price to that user for a given product. In one embodiment, the device also includes function keys that enable the device to be activated and cleared, and for product indicia to be selected or recalled.